

## 2015 JAPAN Profile

### Arrivals to the U.S.

Note: this temporary profile version will be replaced soon with the standard full version.

The full version will include 2015 travel export data for total, passenger fare, and change metrics.

#### TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015 / 2008
Arrivals		3,250	2,918	3,386	3,250	3,698	3,730	3,620	3,758	509
	% Change	-8	-10	16	-4	14	1	-3	4	16

#### TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 <sup>p</sup>	Change 2015 / 2008
Total Travel & Tourism Exports <sup>2</sup>		\$14,664	\$12,636	\$14,529	\$14,591	\$17,063	\$17,616	\$17,676	n/a	n/a
Travel Receipts (at U.S. destinations)		\$10,894	\$9,082	\$10,222	\$9,977	\$11,835	\$12,154	\$12,116	\$11,678	\$784
Education Receipts		\$916	\$800	\$709	\$640	\$617	\$597	\$605	n/a	n/a
Other Business/Personal Receipts		\$9,861	\$8,193	\$9,434	\$9,254	\$11,132	\$11,469	\$11,419	n/a	n/a
Health/Border/Seasonal		\$117	\$89	\$79	\$83	\$86	\$88	\$92	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)		\$3,770	\$3,554	\$4,307	\$4,614	\$5,228	\$5,462	\$5,560	n/a	n/a
	% Change in Total Receipts		-14	15	0	17	3	0	n/a	n/a

#### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Travel Agency Office	42	42	-0.3
Airlines	27	30	3.4
Online Travel Agency	25	23	-1.4
Travel Guides	17	15	-1.9
Personal Recommendation	12	13	0.5
Corporate Travel Dept.	7	7	0.1
Tour Operator/Travel Club	6	5	-0.6
National/State/City Travel Office	4	3	-0.4
Other	5	4	-0.7

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	69	69	-0.6
Business	12	13	0.7
Visit Friends/Relatives	10	9	-1.1
Convention/Conference/Trade Show	6	7	1.6
Education	2.1	2.1	0.0
Health Treatment	0.1	0.1	0.0
Religion/Pilgrimages	0.2	0.1	-0.1
Other	0.8	0.2	-0.6

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	73	72	-1.1
Business	15	16	1.5
Visit Friends/Relatives	15	14	-1.0
Convention/Conference/Trade Show	8	9	1.9
Education	4	4	0.2
Health Treatment	0.3	0.3	0.0
Religion/Pilgrimages	0.4	0.2	-0.2
Other	1.1	0.5	-0.6

#### Net Purposes of Trip:

Leisure & VFR	81	79	-2.0
Business & Convention	20	23	3.1

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Taxicab/Limousine	41	41	0.2
Bus between Cities	34	32	-1.9
City Subway/Tram/Bus	26	27	1.5
Air Travel between U.S. Cities	23	23	0.0
Rented Auto	22	21	-1.5
Auto, Private or Company	17	17	0.0
Ferry/River Taxi/Srt Scenic Cruise	6	5	-0.4
Railroad between Cities	6	5	-0.6

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Rented Bicycle/Motorcycle/Moped	4	4	-0.1
Cruise Ship/River Boat 1+ Nights	0.6	0.9	0.3
Motor Home/Camper	0.2	0.3	0.1

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Sightseeing	86	85	-0.4
Shopping	86	85	-1.3
Experience Fine Dining	40	39	-0.9
Water Sports	24	24	0.2
Guided Tours	21	20	-0.4
National Parks/Monuments	11	12	0.6
Small Towns/Countryside	10	11	0.8
Historical Locations	11	11	0.0
Amusement/Theme Parks	10	10	0.4
Art Gallery/Museum	10	9	-1.4
Concert/Play/Musical	6	8	1.8
Cultural / Ethnic Heritage Sites	6	8	1.2
Nightclubbing/Dancing	5	7	1.7
Sporting Event	6	6	0.2
Golfing/Tennis	5	5	-0.5
Casinos/Gamble	2	3	0.7
Camping/Hiking	3	2	-0.3
Environ./Eco. Excursions	0.7	1.0	0.3
American Indian Communities	0.7	0.6	-0.1
Hunting/Fishing	0.7	0.4	-0.3
Snow Sports	0.4	0.2	-0.2
Other	0.6	0.9	0.3

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	79	83	4.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	50	47	-3.2
First International Trip to the U.S.	22	25	3.4
Length of Stay in U.S. (mean nights)	7.7	7.0	-0.7
Length of Stay in U.S. (median nights)	4	4	0.0
Number of States Visited (% 1 state)	90	89	-0.9
Average Number of States Visited	1.1	1.2	0.1
Hotel/Motel (% 1+ nights)	94	93	-1.4
Average # of Nights in Hotel/Motel	5.6	5.6	0.0
Travel Party Size (mean # of persons)	2.0	2.0	0.0
Gender: % Male (among adults)	57	56	-0.4
Household Income (mean average)	\$ 97,727	\$ 84,669	-\$13,058
Household Income (median average)	\$ 78,080	\$ 66,800	-\$11,280
Average Age: Female (among adults)	38	36	-2.0
Average Age: Male (among adults)	44	44	-0.5

VISITATION TO U.S. DESTINATIONS <sup>4</sup> (multiple response)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000s)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000s)
<b>Regions</b>				
Pacific Islands	65.20	2,360	61.62	2,316
Pacific	16.20	586	17.41	654
Middle Atlantic	9.52	345	9.88	371
South Atlantic	6.08	220	6.50	244
Mountain	**	**	4.78	180
East North Central	4.59	166	4.65	175
<b>States</b>				
Hawaii	39.45	1,428	35.94	1,351
Guam	21.52	779	21.19	796
California	14.68	531	15.65	588
New York	8.37	303	8.84	332
Illinois	2.81	102	**	**
<b>Cities</b>				
Honolulu Oahu	39.45	1,428	35.94	1,351
New York City	8.04	291	8.37	315
Los Angeles	6.94	251	7.72	290
Chicago	2.70	98	**	**

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#### Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).  
  
International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (n/a) Estimate not yet available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:

<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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